Amendment to Claims

Please cancel claims 4-13 and add New claims 14-26 as follows.

Claims 4-13:   (Canceled)

14.   (New) A method for using a server to provide targeted impression to an Internet client, the Internet client accessing the Internet through a wireless network and the server, the server being configured to have access to a profile database storing profile information regarding the Internet client, comprising:

connecting the Internet client to the server through the wireless network to commence a server/client session;

generating an identifier to describe the Internet client for said server/client session;

said server retrieving said profile information regarding the Internet client from the profile database;

said server forwarding the profile information and said identifier to a plurality of impression providers for said impression providers to determine their bids, based on their own criteria, in real-time;

said server receiving at least one bid from a plurality of impression providers for a right to make at least one impression to the Internet client;

said server selecting a highest bid on its own;

said server automatically transmitting the impression corresponding to said highest bid from one of said impression providers to the Internet client;

upon receiving the impression, the impression is automatically displayed by the Internet client.

15.	(New) The method of claim 14, further comprising a step of filtering at least a subset of the profile information based on predetermined criteria during the step of retrieval.

16.	(New) The method of claim 14, wherein said profile information retrieved comprises geographical information of the Internet client.

17.	(New) The method according to claim 15, wherein said predetermined criteria are specified by the impression providers.

18.	(New) The method according to claim 15, wherein the predetermined criteria are specified by the Internet client.

19.	**(New)** A method for using a server to provide targeted impression to an Internet client, the Internet client accessing the Internet through a wireless network and the server, the server being configured to have access to a profile database storing profile information regarding the Internet client, comprising:

connecting the Internet client to the server through the wireless network to commence a server/client session;

said server generating an identifier to specify the Internet client for said server/client session;

said server retrieving from said profile database profile information regarding the Internet client;

said server determining whether at least a subset of the Internet client's profile information is already reserved by a predetermined impression provider, and if so, automatically forwarding the provider's impression to the Internet client;

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and if not reserved, said server forwarding the profile information and said identifier to a plurality of impression providers, said impression providers deciding their bids, based on their own criteria in real-time;

said server receiving at least one bid from a plurality of impression providers for a right to make at least one impression to the Internet client;

said server automatically selecting a highest bid on its own;

said server automatically transmitting the impression corresponding to the highest bid to the Internet client;

upon receiving said impression, automatically displaying said impression at the Internet client.

20.   (New) The method according to claim 19, wherein the information retrieved from the profile database comprises geographical location of said Internet client.

21.   (New) The method according to claim 19, further comprising:

the server monitoring the Internet client's response to the impression;

the server modifying the profile database for the Internet client based on the Internet client's response to the impression.

22.   (New) The method according to claim 19, further comprising:

the server caching impressions supplied by a plurality of impression providers;

the server automatically transmitting one of the impressions to the Internet client upon a successful bidding by one of the impression providers.

23. (New) The method according to claim 19, further comprising:

the server caching impressions supplied by a plurality of impression providers;

the server also caching standing bids reserved by the impression providers, the standing bids being reviewed when the retrieved user profile for the Internet client matches a predetermined set of criteria;

the server determining which one of the standing bids is to be invoked;

the server automatically transmitting one of the cached impressions to the Internet client upon the standing bid.

24. (New) The method of claim 15, wherein said profile information retrieved comprises geographical information of the Internet client.

25. (New) The method of claim 23, wherein:

said cached standing bids have at least one of expiration dates and limits on number of allowable re-use.

26. (New) The method of claim 23, wherein:

said cached impressions have at least one of expiration dates and limits on number of allowable re-use.